

Great Organ Plays at 10 and 4.25  
At Noon—Chimes of St. Paul's Cathedral, London

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4:30

WANAMAKER'S

WEATHER  
Fair and Warmer

# Constantly on the Watch for New Styles and Saving Purchases

## The Chance of a Lifetime May Come Today

when the clock strikes the hour.

One hour seems just like the other hour marked upon the open-faced timepiece, but opportunity carries no rubber-stamp to mark value. She must be challenged, chased and captured by true thinking and the General Pershing kind of twenty-four-hour energy, if need be.

Being constantly on the watch—like our soldier boys, who are all the time moving to new fronts, or the flying fellows miles up in the sky, or, bravest of all, the mariners, who are sailing over waters of concealed murderers and destructionists, the most savage of beasts—we try to do our utmost in seizing opportunities. Being thus on the watch, and "hard at it," is the only way to win our way.

Spluttering never gets far, but honest, double-edged intensification does get there almost always.

[Signed] *John Wanamaker*

Sept. 24, 1918.

## A Showing of the Finer Suits for Young Women

A lot of unusually beautiful suits of velour, silvertone and broadcloth, many richly trimmed with fur and all in the newest styles.

There are plain and fancy tailored models, some with long, straight lines; others semifitting and both blouse and loose effects. All are prettily lined.

It is interesting to note the new fashion touches on these suits, the pleated and gathered coats and the new belts and girdles.

Colors are black, tan, beaver, Havana brown, myrtle green, grape, Burgundy, taupe and several shades of blue.

Sizes 14 to 20 years.

Prices \$50 to \$185.

(Second Floor, Chestnut)

## Rich Velvet Handbags With Silver Frames

Imported brocaded velvet in black and navy blue is used in these bags, which are lined with fine silk and contain purse and mirror.

The frames are of sterling silver and are in designs resembling those associated with Holland silver.

Prices are \$50 and \$55.

(Main Floor, Chestnut)

## Women's Washable Capeskin Gloves That Wear

If they wash well—like these do—what satisfaction to know that you may always be wearing gloves that look like new.

1 clasp, pique sewn, in ivory, \$1.75.

1 clasp, outseam sewn, in ivory, \$2.

1 clasp, pique sewn, in ivory and gray, \$2.25.

1 clasp, outseam sewn, in gray, \$2.25.

1 clasp, outseam and pique sewn, in the new shade cafe creme, \$2.50.

Strap-wrist gloves, both outseam and pique sewn, tan and gray, \$3.50.

Pique sewn, in ivory, \$3.50.

(Main Floor, Central)

## The Close-Fitting Pearl Earring Is in Vogue

Just notice how many pretty pink ears show a gleaming pearl at the tip!

Imitation pearl earrings, all close fitting, with gold-plated backs, and the pearls of good sheen and color, are 50c, 75c and \$1 a pair.

Imitation pearls with real gold backs, \$1.2 to \$7 pair.

And at 75c pair there is a particularly good flat imitation pearl earring, with gold-plated back.

(Jewelry Store, Chestnut and 13th)

## Children's New Millinery of Every Shape and Hue

There is a smartness and individuality heretofore only seen in French models, and the variety seems to be endless.

There are little round hats of cloth with fur trimmings, there are white beavers, poke bonnets of dark velvets, other shapes of velvets, velours, crepes, silks and broadcloths. Trimmed with plumes, feathers, fur, ribbons and embroidery.

Caps, 85c to \$7.50.

Hats and bonnets, \$3 to \$20.

(Third Floor, Chestnut)

## New Winter Suits of Particular Interest to Women

Between \$35 and \$55 the Grays Salons have a really wonderful collection of tailored suits for women, suits in scores of styles and of many kinds. Ever so many women want suits between these price limits—for shopping, for business, for their wartime activities, for better wear.

For \$35 there is a new model of striped velour. Its good lines and tailoring are a matter of note and its suggestion of severity is relieved by its generous fur collar.

Quite handsome is the silvertone velour suit at \$55, which is a little more than semifitted (as so many new suits are) and has clever little pockets, seams in just the right places and an air all its own.

Also for \$55 is a smart plaid worsted suit with just enough gray and blue and violet in its coloring to make it most attractive. It has a new collar that buttons high, is belted and has novel pockets and a new skirt.

But there are ever so many more than these—suits in the new henna brown, in old blue, in gray and green and black, in nutmeg or Havana brown, and of silvertone, wool burella, basket weaves or other suitings.

(First Floor, Central)

## Women's Warm Bathrobes for Chilly Morns

These comfortable bathrobes will save you many a shivery moment in the early fall days before the house is heated.

Blanket robes in attractive figures and plaids, satin trimmed, with or without collars, \$5 to \$10.

Of corduroy in the loveliest shades, \$5.50.

(Third Floor, Central)

## Women's Lace Edged or Embroidered Handkerchiefs, \$2 Dozen

Dainty lace-edged handkerchiefs of sheer white linen, with tiny white or colored lace edges, \$2 dozen.

Or white linen handkerchiefs with attractive designs in one corner, entirely hand done, too, \$2 dozen.

Or six for \$1 if you wish to buy them that way.

(West Aisle)

## JUST FROM PARIS—

### New Mourning Millinery

Women interested in all black and mourning millinery are invited to the first showing of the new and authentic fashions from Paris.

By recent boat from France, the hats have just landed and reveal the new and correct fashions in mourning millinery from the foremost modistes. There are hats, bonnets and veils, and millinery appropriate for young women as well as matrons.

(Second Floor, Chestnut)

## New Fall Silks From Five Nations in This Exhibit

America, France, Italy, Japan and China are all beautifully represented.

There is variety and comprehensiveness to meet every imaginable requirement from a fabric at \$1.10 to one at \$30.

The showing is as rich and attractive as it is comprehensive and complete—and that is saying much.

A great point is that the goods are new—there have been new arrivals even within the last day or two.

The entire Silk Salons are a great symphony of color.

The shades of a hundred flower-beds are reflected in these wonderful satins, Georgette crepes, shimmering brocades, French metal broches, superb velvets, white silks, satins and brocades and dainty chiffons and taffetas, all of which are here in ample showing, making what we believe to be the finest assemblage of silks to be found anywhere.

(First Floor, Chestnut)

## A Fair Warning About the Silk Stocking Supply

Did you know that, for the present at least, there are practically no silk stockings to be bought at wholesale?

And do you realize what that means? It means that you may not be able to buy silk hosiery when the present supply is exhausted and that in the meantime a great many dealers will put their prices as high as they will go.

Just now we are very fortunately situated with regard to silk stockings. We have large and splendidly assorted stocks that we contracted for a year ago and that we are able to sell at a small advance on old prices—considerably less than you will pay for equal grades elsewhere.

It will pay you to lay in a supply of silk stockings for the next few years, and if you have any intention of giving them for Christmas, by all means get them while they are here to be had.

The following prices hold good for the present on black, white and colored silk hosiery, all full fashioned, which means "knit to fit":

Black silk stockings, \$2 to \$4.50; with cotton tops, \$1.35 to \$1.75.

White silk stockings, \$2 to \$3.50; with cotton tops, \$1.35 to \$1.75.

Colored silk stockings, including all the evening and shoe shades most in demand, \$2 to \$3.50; with cotton tops, \$1.35 to \$1.65.

(First Floor, Market)



## Firmly Entrenched in the New Blouse Fashions Is Crepe Georgette—

as you will see by the many times it is used to make the new and pretty waists for Autumn and Winter.

At \$5 is a new waist with embroidery on the front and collar, and a square neck and square collar. It is in white or flesh color.

And at \$5.50 another style in white or flesh color—this, with a much-tucked collar and vest-effect and little pearl buttons for trimming.

On the \$6.75 waist there is hand embroidery in lustrous silk to make it pretty. The embroidery is on the front, and the collar has tiny tucks. It is in white or flesh color.

For \$7.50 a woman may choose her blouse in white, flesh color, black or navy blue, for there is a new style in these colors, with novel braiding that is quite effective.

(Third Floor, Central)

## Better Settle the Blanket and Quilt Question at Once

There is something primal about blankets. They are closely related to nature and nature's first law of self-protection. When the actual need for them comes nobody need be informed of it. A good sharp wind puts the instinct of self-protection into operation without the need of further persuasion.

This year they need less persuasion than ever. They have begun to realize that the sooner they buy their winter supplies of blankets—and quilts, too—the better. This is where the laws of supply and demand come in.

We hope to have enough blankets to go around. Certainly we have a very large stock, but not any larger than we shall need.

The tendency of supplies is to diminish; and the tendency of prices to advance.

We leave the rest to your own sense of self-interest, but we want to remind you that you cannot get better all-wool and part-wool blankets at the same prices than you will get here, and it is doubtful whether you can get as good.

The same holds true of lambs' wool and down-filled quilts, of which we are showing a remarkably fine stock.

(Sixth Floor, Central)

## Better Buy Shoes Now

People who take advantage of this Sale will have cause to congratulate themselves. Shoe prices are not going down for some time, but there is no telling where they will stop on their way up.

Men, women and boys can buy all the shoes they will need from now till next spring at sound savings.

Men's shoes, \$4.65, \$5.75, \$5.90 and \$6.40.

Boys' shoes, \$3.

(Main Floor, Market)

Women's shoes, \$2.50, \$4.40, \$5.50, \$5.75, \$6.75 and \$7.75.

(First Floor, Market)

## A Special Sale of Fine Domestic Rugs

Please bear in mind that you save anywhere from 25 to 33 1-3 per cent on every one of these rugs that you buy. And that only because of contracts made long ago are we able to sell them at these prices.

In the disposal are high grade and standard Wilton rugs, Bigelow Hartford Saxony rugs and a popular medium grade Axminster rug.

Better come early, while selections are complete.

### Wilton Rugs

9x12 ft., \$68, \$69.50, \$78 and \$87.50.

8.3x10.6 ft., \$66.50 and \$85.

### Bigelow Hartford Saxony Rugs

6x9 ft., \$55.

9x12 ft., \$87.50.

8.3x10.6 ft., \$82.50.

### Axminster Rugs

9x12 ft., \$28.50.

### Small Wiltons Less Than Half Price

27x54 in., \$5.75.

(Seventh Floor, Chestnut)

36x63 in., \$6.75.

## ON THE AISLE TOMORROW

### Women's Fine Duplex Fabric Gloves Special at \$1.60

These unusually good gloves are made in a kid glove factory over kid glove patterns and with all the superiority of the finest skin gloves.

The same cloth is used for the inside as for the outside. They are one clasp, are pique sewn, and come in white, brown, buck, beaver and black, with contrasting embroidery.

(West Aisle)

## Riding Crops of Fashionable Design

Horseback riding has taken a new lease on life now that people are so patriotically conserving gasoline. The crop is an important accessory and should be smart and trim.

Here are crops for both men and women, in leather and attractive woods, with wrist loops, stag and cape horn tops; some silver coinholders in the tops. \$2 to \$12.

(Main Floor, Market)

## Non-Skid Tires for Ford Automobiles \$19.20

We have just received a shipment of non-skid tires, 30x3 1/2 inches, of a well-known make, guaranteed for 5000 miles, special at \$19.20.

(Automobile Accessories, Gallery, Chestnut)

## A Little Disposal of Curtains

There are two hundred and fifty pairs, and they are lace and real Arabian sash curtains. Some are a third, some a half less than today's prices for such qualities.

There are from four to nine pairs of a kind, and the prices run in this fashion: \$4.75, \$6.50, \$8, \$9.25, \$10, \$12, \$13.50 and \$16 a pair.

(Fifth Floor, Market)

## A Special Lot of Honfleur Toilet Preparations

Honfleur extract, 35c and 60c. Toilet water, 45c and 85c.

Face powder, 25c.

Talcum powder, violet, rose and L'Empire, 10c.

Cleansing cream, 35c.

Skin cream, 35c.

Youth and beauty cream, 35c.

Hair tonic, \$1.

Bay rum, 50c and 75c.

Suzanne toilet water, 25c.

(Main Floor, West Aisle)

## Ribbon Loveliness in Pale Messaline

In the daintiest blues and pinks in shades that have often existed in our imaginations—but never before in ribbons!

They are 9 1/4 wide.

\$1.25 a yard.

(Main Floor, Central)



Crushed nuts, between layers of creamy caramel and a coating of rich French chocolate—that's a praline indeed! \$1 a pound.

Attractive Japanese boxes, filled with gum drops and daintily ribbon-tied are \$2 complete, and will make the nicest kind of little gift for somebody.

(Main Floor, Chestnut)

## White Goods Remnants—A Third Less

Plain and fancy weaves in generous lengths.

(East Aisle)



## Are You Sure You Can Get a Piano When You Want One?

We wish we could promise you that at any time during the next year, when you might express a wish for a certain one of our pianos, player-pianos or reproducing pianos, we could give it to you.

All we know is that our stocks are in splendid shape now and prices, while somewhat advanced, are in most instances not so high as we expect them to be.

We do not want to seem to urge you to buy a piano now, but we do maintain that it is only fair to advise you that this is pre-eminently the time, if you want to be sure to have a piano and to get it at a reasonable price.

As this Store is not dependent on the sale of pianos alone, it can give such advice with better grace than one which is.

Chickering  
Schomacker  
Emerson  
Lindeman

Knabe  
Haines Bros.  
Marshall & Wendell  
J. C. Campbell

These are the famous makes we sell. It will mean so much more to you to own one of them than just to buy any piano.

(Egyptian Hall, Second Floor)

## There Is Brisk Buying Already of Men's Fall Suits

The men of Philadelphia are very fortunate in the fact that we have been able to secure an ample stock of Fall suits that are all wool and hand tailored—up to our famous standard of years.

Prices are somewhat higher than other years, but the advance in prices has not been as great as in the most necessary articles.

We can sell you an excellent three-piece Fall suit, guaranteed all wool, hand tailored and thoroughly reliable, for \$25.

There is a satisfying variety and prices go as high as \$60.

Men who want to be sure of their clothes should buy them in the Store that they can be sure of.

(Third Floor, Market)

## Monday Will End the China and Glassware Sale

You can reckon up for yourself how many days you have to buy dinner sets, cut glass and inexpensive glassware at 25 to 50 per cent less than these goods will be marked after that day, September 30th.

It is for you to take advantage of the opportunities presented during these closing days of the sale, or to wait months, perhaps years, for a repetition of them.

Supplies of dinner ware and glassware are not becoming more plentiful, to put the matter mildly. In fact, they are growing scarcer and dearer.

Is it not more than likely that you are going to need some of these goods between now and Christmas?

In that case you gain 25 to 50 per cent by at once buying all you are likely to need.

After Monday next, September 30, all goods in this sale will be at regular prices.

You have from now until then to choose at a saving of one-fourth to one-half or to wait and pay one-fourth to one-half more afterward.

(Fourth Floor, Chestnut)

## Next Monday We Will Be Entirely Out of September Prices in the Housewares Sale

If you have housewares to buy, buy them now when prices are 10 to 50 per cent below regular on thousands of articles.

The sale will close next Monday evening, and as it goes on it is kept constantly refreshed; new shipments have just been received.

Bathroom Fixings

Kitchen Cutlery

Pantry Ware

Tin and Japanned Ware

Wash Boilers

Cast Aluminum Ware

Nickel Ware

Enamel Ware  
Brushes for Household Use  
Household Soap  
Woodenware  
Refrigerators

Choose freely from—

Kitchen cabinets, white enamel lined, oak exteriors, complete equipment, \$45, \$47.50 and \$50.

Washboilers, extra heavy, copper bottoms, \$2.75 to \$4.45; and a large variety of other utensils of bright tinware at 25 per cent less.

Medicine cabinets, \$5, \$5.50 and \$7.

Medicine cabinets covered with white porceloid, \$20. Abundant.

(Fourth Floor, Central)

dance of other bathroom furnishings, mirrors, stools, tub-seats, soap dishes, sponge holders, towel arms, tumbler holders, paper holders, tooth-brush holders, etc.—of white porceloid, guaranteed not to chip, at prices averaging one-third less.

Table and kitchen cutlery of the cutting kind, paring knives, 15c and 20c; carving sets, \$1.50 to \$4.50; splendid serrated-edge bread-knives, 25c to 75c.